

## Outcome 1 – Children are born healthy (FY19)

<b>Goal:</b> Prenatal health care services are easy for families to access.			
<b>Objective 1:</b> Barriers (transportation, childcare, parents' work schedules and doctors' office hours) to accessing prenatal health care services are identified and reduced.			
<b>Strategy 1:</b> Understand family mindset about the importance of prenatal health care and provider knowledge of barriers to access prenatal healthcare.		<b>Performance Measures:</b> <ul style="list-style-type: none"> <li>• # of prenatal health care providers that offer a new option to reduce barriers</li> <li>• Reduction in number of families missing pre-natal health care appointments at Women's Health at ICHD</li> </ul>	
<b>QUESTION: How does the "Kinship Care" Spotlight align with outcome group activities?</b> <ul style="list-style-type: none"> <li>• Great resource for parents, and when making referrals</li> </ul> <p><i>Group Members: Jessica, Dana, Lisa, Theresa, Francine</i></p>			
<b>Year 2 Activities</b>	<b>Persons/Groups Responsible</b>	<b>Resources</b>	<b>Progress Measures (outputs of Activities):</b>
<b>ACTIVITY COMPLETED in FY18-</b> Survey families about prenatal health care preferences and services, including centering pregnancy, with organizations such as Baby Cafe/Expectant Parents Organization, Shared Pregnancy, Lansing School District, Willow Tree, Post-partum patients at Clinics/Prenatal office, Pregnancy Service <ul style="list-style-type: none"> <li>- Create survey</li> <li>- Determine survey distribution method (who distributes and receives survey)</li> <li>- Collect survey data</li> </ul>	Ingham County Health Department, Ingham GSC Local Leadership Group	Survey, families to survey, and people to administer the survey	Survey created Survey data collected
Analyze prenatal health care survey data to determine next steps.	Outcome 1 group	Prenatal Health care survey data Outcome 1 Group	Next steps in promoting the importance of prenatal health care determined <p><b>09/12/18 Progress and next steps:</b></p> <ul style="list-style-type: none"> <li>• Completed survey, results didn't provide as much data.</li> </ul> <p><b>10/17/18 Progress and next steps:</b></p> <ul style="list-style-type: none"> <li>• Revisit survey—community input walls, hospitals</li> <li>• Interns coming up with new target for survey and method of distribution.</li> </ul> <p><b>11/14/18 Progress and next steps:</b></p> <ul style="list-style-type: none"> <li>• Tweaked the survey – being intentional with the question; multiple choice questions; focused on targeting demo/at risk populations.</li> <li>• Paper survey and Survey Monkey (post at Dr. Office, WIC, birthing tours, etc.)</li> <li>• More purposeful questions (targeted) psycho-social factors</li> </ul> <p><b>12/19/18 Progress and next steps:</b></p>

			<ul style="list-style-type: none"> <li>• Presentation at Maternal Child Health HV meeting on survey; looking at data, why/what data means;</li> <li>• Timeline for survey (end of March);</li> <li>• Distribution (ie paper, electronic, focus groups) <ul style="list-style-type: none"> <li>○ Concern: Duplication of survey (same people complete?); biographical info (faith based, childcare/schools at K Round Up or at open houses)</li> <li>○ Questions to Ask: <i>Where/How</i> (laundry mat, ERs/Urgent Cares, salons/parlors); <i>What</i> (have a doctor's office, accept insurance, pregnant)</li> </ul> </li> <li>• In general, after early and on-going "prenatal care is important" info is the final product for Strategy 1 (i.e. infographic, pamphlet, brochure)</li> <li>• ICHD to look at previous brochure we could use for Outcome 1 as a starting point (suggestion from Outcome 2/Michelle N. to see March of Dimes "healthy babies" outcomes as an example.</li> </ul>
Review existing community organizations' pre-pregnancy and pre-natal education about the importance of OB appointments and care during pregnancy for mothers (first-time and non-first time.)	Ingham County Health Department, Local Leadership Group	Access to multiple pre-pregnancy and pre-natal community organizations.	<p>Information on importance of pre-natal care included in community organizations pre-pregnancy and pre-natal education.</p> <p><b>11/14/18 Progress and next steps:</b></p> <ul style="list-style-type: none"> <li>• Make lists and contact organizations of our targeted group.</li> <li>• Brainstorm for targeted at risk population.</li> <li>• *Start to contact groups* <ul style="list-style-type: none"> <li>○ Willow Tree</li> <li>○ Early Head Start</li> <li>○ Shared Pregnancy - connect with ICHD (Krystal/Jessica)</li> <li>○ Strong Start Healthy Start</li> <li>○ Cristo Rey – ICHD (Krystal/Theresa)</li> </ul> </li> <li>• Where can we hand our info or place our surveys? <ul style="list-style-type: none"> <li>○ Goals: 150 paper surveys 3-5 community input walls 20 qualitative stories (experience of prenatal)</li> </ul> </li> </ul> <p><b>02/20/19 Progress and next steps:</b></p> <ul style="list-style-type: none"> <li>• WIC, Allen Neighborhood, Family Growth Center community input walls now up.</li> </ul>
Identify person with a connection to Women's Health and work towards tracking prenatal health care appointment data of women going to first prenatal appointment.	Ingham County Health Department	ICHD staff time Women's Health	<p>Women's Health staff person identified Data collection process identified</p> <p><b>09/12/18 Progress and next steps:</b></p>
<b>Strategy 2:</b> Engage prenatal healthcare providers, funders, and other relevant decision-makers in shifting policies within their scope of work and	<b>Performance Measures:</b>		
	<ul style="list-style-type: none"> <li>• # of prenatal health care providers that offer a new option to reduce barriers</li> </ul>		

daily procedures beyond traditional services to make prenatal health care services more assessable to families.			
<b>Year 2 Activities</b>	<b>Persons/Groups Responsible</b>	<b>Resources Needed</b>	<b>Progress Measures (outputs of Activities):</b>
Survey families regarding need for childcare and after-hours appointments. Upon analyzing survey data, work to provide supports to have childcare onsite to support parents' participation in prenatal services (i.e. Drs. Offices)	GSC Members, Great Start to Quality Central Resource Center	Prenatal Offices, Child care providers	One child care provider identified to provide child care <b>09/12/18 Progress and next steps:</b>
<b>Objective 2:</b> Increase knowledge and use of health care benefits and other supportive services for prenatal care.			
<b>Strategy 1:</b> Outreach to families about health care benefits in new and non-traditional ways.	<b>Performance Measures:</b>		
	<ul style="list-style-type: none"> <li>Increase in family's knowledge and use of health care insurance benefits</li> <li># of people requesting information from Medicaid Health insurance provider about benefits</li> </ul>		
<b>Year 2 Activities</b>	<b>Persons/Groups Responsible</b>	<b>Resources Needed</b>	<b>Progress Measures (outputs of Activities):</b>
Communicate and share information about health care benefits in natural traffic areas, like grocery stores, mass media outlets (Facebook, advertisements) for families. - Craft "Questions to ask" about health insurance benefits in multiple languages that families can understand and resonate with	Local Leadership Group, Family Coalition, Ingham County Health Department, Pathways to Better Health	Knowledge about health insurance benefits, Staff time, Health insurance navigators, Knowledge of predominant languages	"Questions to ask" sheet created "Questions to ask" sheets available at 5 natural traffic areas <b>10/17/18 Progress and next steps:</b> <ul style="list-style-type: none"> <li>Strategy—communicate about health care access and benefits: find infographics, posters, etc. If cannot find, create one for distribution.</li> </ul>
Develop of list of local "health fair" events (Cristo Rey, Juneteenth, Baby Fair, etc.) to distribute "Questions to Ask".	Ingham GSC Family Coalition	"Questions to ask" Staff time	List of health fairs Created "Questions to ask" distributed <b>09/12/18 Progress and next steps:</b> <ul style="list-style-type: none"> <li>Baby Fair, diaper events, Cristo Rey Baby Fair</li> <li>Get assistance during events from 7CLingo interpreters (i.e. education materials, statistics, etc.)</li> <li>Talking points for staff at home visits.</li> </ul>
Promote cultural competency/empathy in Ingham County Health Department providers and front line workers when sharing health insurance benefits information.	Ingham GSC and partners, Melea Bullock	Cultural competency information/training	One cultural competency/empathy training offered locally <b>09/12/18 Progress and next steps:</b>
Engage with one Medicaid Health insurance provider to share information about families' lack of knowledge of health insurance	Ingham County Health Department, Ingham	Access to alternate modes of communication (interpreters, TDP)	Primary health insurance provider contacted to see if there is staff who speaks languages other than English Connection with Medicaid health insurance provider occurs

<p>benefits and gain an understanding of the benefits offered.</p> <ul style="list-style-type: none"> <li>- Promote cultural competency so benefit information can be shared with families in ways that resonate with them</li> </ul>	<p>Department of Health Human Services, Dana Watson</p>	<p>Blue Cross Complete</p>	<p><b>09/12/18 Progress and next steps:</b></p> <ul style="list-style-type: none"> <li>• Begin updating Medicaid provider lists.</li> </ul> <p><b>10/17/18 Progress and next steps:</b></p> <ul style="list-style-type: none"> <li>• Updating medical provider list for Medicaid acceptance</li> <li>• Asking providers if they offer translation services for non-English speakers</li> <li>• Listed local health-care events.</li> </ul>
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